ORDER

Orders Order / Rev: 726636 06402786 Alt Order #: OBAMA FOR AMERICA Product Desc: **KARE** Estimate: Flight Dates: 11/02/12 - 11/06/12 Primary AE: Jim Quinn Sales Office: Original Date / Rev: 11/05/12 / 11/05/12 T-PHI Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 3050 K St NW WEEKLY Agency Commission: Washington, DC 20007 15% Advertiser Obama/D/President Name: A35+ New Business Thru: Demographic: **Product Codes:** PL-Presidential, Political, PL-Federal Order Separation: 00:15:00 Priority: P-1 Advertiser External ID: Agency External ID: Revenue Codes: AGY, GEN, POL

Totals

Totals

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	43	\$137,785.00	\$117,117.25
11/05/12	11/11/12	33	\$92,250,00	\$78.412.50

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	76	\$230,035.00	\$195,529.75	0.00

\$230,035.00

\$195,529.75

0.00

76

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KARE	27%	\$230,035.00
Market	100%	\$851,981.48

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	33%	\$281,153.89
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$8,519.81
KSTP	13%	\$110,757.59
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	24%	\$204,475.56
WFTC	2%	\$17,039.63

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Order / Rev: 726636 Advertiser: Obama/D/President

Alt Order #: 06402786 Product Desc: OBAMA FOR AMERICA KARE

Flight Dates: 11/02/12 - 11/06/12 Estimate: 2328

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Da	ays	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
1 KARE	11/05/1	2 11/06/12	M-F 6-7a KARE 11 Sunrise	CM M-F	6-7a	МТ-		:30	3	\$1,500.00 P-1	0.00 NM	3	\$4,500.00
<u>Sta</u> Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays MT	Spots/Week	Rate \$1,500.00	Rating 0.00							
		2 11/06/12	Today Show Today Show	CM	7-9a			:30	2	\$1,500.00 P-1	0.00 NM	2	\$3,000.00
<u>Sta</u> Week: 11/	rt Date	End Date 11/11/12	Weekdays MT	Spots/Week	Rate \$1,500.00	Rating 0.00							
		2 11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a			:30	1	\$400.00 P-1	0.00 NM	1	\$400.00
<u>Sta</u> Week: 11/	rt Date	End Date 11/11/12	Weekdays MT	Spots/Week	Rate \$400.00	Rating 0.00							
		2 11/06/12	M-F 11-1130a KARE 11 News @	CM	11-1130a			:30	2	\$300.00 P-1	0.00 NM	2	\$600.00
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays MΓ	Spots/Week 2	Rate \$300.00	Rating 0.00							
5 KARE	11/05/1	2 11/06/12	Days of Our Lives Days of Our Lives		12-1p	МГ-		:30	2	\$500.00 P-1	0.00 NM	2	\$1,000.00
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays MT	Spots/Week 2	Rate \$500.00	Rating 0.00							
6 KARE	11/05/1	2 11/06/12	M-F 2-3p The Doctors	CM	2P-3P	МГ-		:30	2	\$400.00 P-1	0.00 NM	2	\$800.00
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays MT	Spots/Week 2	Rate \$400.00	Rating 0.00							
7 KARE	11/05/1	2 11/06/12	M-F 3-4p M-F 3-4p	CM	3-4p	МГ-		:30	2	\$1,000.00 P-1	0.00 NM	2	\$2,000.00
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays MΓ	Spots/Week 2	Rate \$1,000.00	Rating 0.00							
8 KARE	11/02/1	2 11/02/12	M-F 4-430p KARE 11 4 News	CM	4-430P		- F	:30	2	\$750.00 P-1	0.00 NM	2	\$1,500.00
Sta Week: 10/	rt Date 29/12	End Date 11/04/12	Weekdays F	Spots/Week 2	Rate \$750.00	Rating 0.00							
9 KARE	11/05/1	2 11/06/12	M-F 4-430p KARE 11 4 News	CM	4-430P	МГ-		:30	2	\$750.00 P-1	0.00 NM	2	\$1,500.00
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays MT	Spots/Week 2	Rate \$750.00	Rating 0.00							
10 KARE	11/02/1	2 11/05/12	M-F 5-530p KARE 11 5 News	СМ	5-530p	М	- F	:30	2	\$3,000.00 P-1	0.00 NM	2	\$6,000.00
Sta Week: 11/	rt Date 02/12	End Date 11/08/12	Weekdays M F	Spots/Week 2	Rate \$3,000.00	Rating 0.00							
11 KARE	11/05/1	2 11/05/12	M-F 6-630p KARE 11 6 News	СМ	6-630p	М		:30	1	\$3,000.00 P-1	0.00 NM	1	\$3,000.00
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	Rate \$3,000.00	Rating 0.00							
12 KARE	11/04/1	2 11/04/12	Sun 5-530p KARE 11 5 News	CM Su	KARE 11 5	News {	S	:30	1	\$2,000.00 P-1	0.00 NM	1	\$2,000.00
Sta Week: 10/	rt Date 29/12	End Date 11/04/12	Weekdays S	Spots/Week 1	Rate \$2,000.00	Rating 0.00							
N13 KARE	11/03/1	2 11/03/12	Sat 6-630p KARE 11 6 News	CM Sa	KARE 11 6	News (S-	:30	1	\$2,000.00 P-1	0.00 NM	0	\$0.00
Sta Week: 10/	rt Date 29/12	End Date 11/04/12	Weekdays S-	Spots/Week 1	Rate \$2,000.00	Rating 0.00							
1 KARE		<u>nge</u> <u>D</u> 2-11/04/12 S	escription at 6-630p		<u>/End Time</u> E 11 6 News	i	<u>\</u>	<u> </u>	<u>Ler</u>	ngth <u>Rate</u> :30 (\$2,000.00)	Rtg Type 0.00 NM		
	edited 11/05/1	2 11/05/12	M-F 630-7p	CM	630pm-7pm	n M		:30	1	\$4,000.00 P-1	0.00 NM	1	\$4,000.00
	rt Date	End Date	Entertainment To		Rate	Rating		.00	•	, .,	2.20	·	+ .,200.00
Week: 11/		11/11/12	M		\$4,000.00	0.00							

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Order / Rev: 726636 Advertiser: Obama/D/President

Alt Order #: 06402786 Product Desc: OBAMA FOR AMERICA KARE

Flight Dates: 11/02/12 - 11/06/12 Estimate: 2328

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time D	ays	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
14 KARE	11/05/1	2 11/05/12	M-F 630-7p Entertainment To	CM onight	630pm-7pm	n M-		:30	1 \$	64,000.00 P-1	0.00 NM	1	\$4,000.00
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	Rate \$4,000.00	Rating 0.00							
		2 11/05/12	M-F 10-1035p KARE News 10p	CM	KARE News			:30	1 \$	64,000.00 P-1	0.00 NM	1	\$4,000.00
<u>Sta</u> Week: 11/	rt Date	End Date 11/11/12	Weekdays M	Spots/Week	Rate \$4,000.00	Rating 0.00							
		2 11/04/12	Post NFL Late Ne	ews CM	Post NFL La (10:30 PM-1	ate Nev	S	:30	3 \$	64,000.00 P-1	0.00 NM	3	\$12,000.00
Sta Week: 10/	rt Date	End Date 11/04/12	Weekdays	Spots/Week	Rate \$4,000.00	Rating 0.00							
_		2 11/05/12	Tonight Show Tonight Show	СМ	1035pm-11			:30	1 \$	S1,500.00 P-1	0.00 NM	1	\$1,500.00
Sta Week: 11/	rt Date	End Date 11/11/12	Weekdays M	Spots/Week	Rate \$1,500.00	Rating 0.00							
		2 11/05/12	Mon Prime THE VOICE	CM	7P-9P (6:58 PM-9:	M-		:30	2\$1	5,000.00 P-1	0.00 NM	2	\$30,000.00
<u>Sta</u> Week: 11/	rt Date	End Date 11/11/12	Weekdays M	Spots/Week	Rate \$15,000.00	Rating 0.00							
		2 11/05/12	Mon Prime REVOLUTION	СМ	9P-10P (9:00 PM-10	M-		:30	2\$1	0,000.00 P-1	0.00 NM	2	\$20,000.00
<u>Sta</u> Week: 11/	rt Date	End Date 11/11/12	Weekdays M	Spots/Week	Rate \$10,000.00	Rating 0.00							
		2 11/03/12	Sat Prime Sat Prime	CM	Sat Prime (9:00 PM-10		S-	:30	2 \$	S1,500.00 P-1	0.00 NM	2	\$3,000.00
<u>Sta</u> Week: 10/	rt Date	End Date 11/04/12	Weekdays	Spots/Week	Rate \$1,500.00	Rating 0.00							
		2 11/04/12	NFL Regular Sea NFL Regular Sea	son Fo@M	Various (7:15 PM-10		S	:30	3\$1	2,000.00 P-1	0.00 NM	3	\$36,000.00
<u>Sta</u> Week: 10/	rt Date	End Date 11/04/12	Weekdays	Spots/Week	Rate \$12,000.00	Rating 0.00							
		2 11/04/12	Football Night in A	AmericaCM	Various		S	:30	1 \$	3,500.00 P-1	0.00 NM	1	\$3,500.00
<u>Sta</u> Week: 10/	rt Date	End Date 11/04/12	Weekdays	Spots/Week	Rate \$3,500.00	Rating 0.00							
		2 11/06/12	M-F 1130a-12p Jeopardy	СМ	1130a-12p			:30	4 \$	S2,000.00 P-1	0.00 NM	4	\$8,000.00
<u>Sta</u> Week: 11/	rt Date	End Date 11/11/12	Weekdays MT	Spots/Week	Rate \$2,000.00	Rating 0.00							
		2 11/03/12	SAT TDY NBC Today Show	СМ	6-8a		S-	:30	4	\$400.00 P-1	0.00 NM	4	\$1,600.00
Sta Week: 10/	rt Date 29/12	End Date 11/04/12	Weekdays	Spots/Week 4	Rate \$400.00	Rating 0.00							
		2 11/03/12	Sat 8-10a KARE 11 Saturda	CM	8-10a		S-	:30	5 \$	S1,000.00 P-1	0.00 NM	5	\$5,000.00
Sta Week: 10/	rt Date 29/12	End Date 11/04/12	Weekdays	Spots/Week	Rate \$1,000.00	Rating 0.00							
		2 11/04/12	SUN TDY NBC Today Show	CM	8-9a		S	:30	1	\$750.00 P-1	0.00 NM	1	\$750.00
Sta Week: 10/	rt Date 29/12	End Date 11/04/12	Weekdays	Spots/Week	Rate \$750.00	Rating 0.00							
		2 11/04/12	Meet the Press Meet the Press	CM	9-10a		S	:30	1 \$	65,000.00 P-2	0.00 NM	1	\$5,000.00
Sta Week: 10/	rt Date 29/12	End Date 11/04/12	Weekdays S	Spots/Week 1	Rate \$5,000.00	Rating 0.00							
		2 11/04/12		1orn CM	1130A-12P		S	:30	2 \$	S1,500.00 P-1	0.00 NM	2	\$3,000.00
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							

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Order / Rev: 726636 Advertiser: Obama/D/President

Alt Order #: 06402786 Product Desc: OBAMA FOR AMERICA KARE

Flight Dates: 11/02/12 - 11/06/12 Estimate: 2328

Ln Ch Start End	Inventory Code Bre	ak Start/End	Time D	ays	Len Sp	ots Rate F	Pri Rtg Type	Spots	Amount
28 KARE 11/04/12 11/04/12	Chris Matthews Morn CM Chris Matthews Sa/Su 430a			S	:30	2 \$1,500.00 F	P-1 0.00 NM	2	\$3,000.00
Start Date End Date	Weekdays Spots/We	ek Rate	Rating						
Week: 10/29/12 11/04/12 29 KARE 11/02/12 11/02/12	S Fri Prime CM	2 \$1,500.00 Fri Prime	0.00	F	:30	1 \$3,000.00 F	P-1 0.00 NM	1	\$3,000.00
20 TOTAL 11/02/12 11/02/12	Fri Prime	(8:00 PM-9		1	.50	ι ψο,οσο.σσι	-1 0.00 IVIVI	 '	ψ3,000.00
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/We	ek Rate 1 \$3,000.00	Rating 0.00						
30 KARE 11/02/12 11/02/12				F	:30	2 \$3,500.00 F	P-1 0.00 NM	2	\$7,000.00
	Fri Prime	(9:00 PM-1	,						
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/We	ek Rate 2 \$3,500.00	Rating 0.00						
N31 KARE 11/03/12 11/03/12	Breeders' Cup World Th@M			S-	:30	2 \$2,500.00 F	P-1 0.00 NM	1	\$2,500.00
Chart Data - Fad Data	Breeders' Cup World Thoro	_	Datina						
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/We	ek Rate 2 \$2,500.00	Rating 0.00						
<u> </u>		Start/End Time		_	Veekdays Sa-		ate Rtg Type		
1 KARE 10/29/12-11/04/12 B Credited	reeders Cup Wond Thorouge	reeders Cup		-	Sa-	30 (φ∠,500.	00) 0.00 <i>NM</i>		
32 KARE 11/03/12 11/03/12	Sat Prime CM	8P-10P		S-	:30	2 \$2,500.00 F	P-1 0.00 NM	2	\$5,000.00
Otani Data - Fad Data	MOVIE	(8:00 PM-1	′						
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/We	ek Rate 2 \$2,500.00	Rating 0.00						
33 KARE 11/03/12 11/03/12	, ,		light Liv	S-	:30	2 \$2,250.00 F	P-1 0.00 NM	2	\$4,500.00
Start Date End Date	Saturday Night Live Weekdays Spots/We	ack Pata	Pating						
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/We	ek Rate 2 \$2,250.00	Rating 0.00						
34 KARE 11/04/12 11/04/12			SU/330-	S	:30	2\$12,000.00 F	P-1 0.00 NM	2	\$24,000.00
Start Date End Date	NFL Post Season Football Weekdays Spots/We	(7:15 PM-1 ek Rate	0:30 PM) Rating						
Week: 10/29/12 11/04/12	S	2\$12,000.00	0.00						
35 KARE 11/04/12 11/04/12	Meet the Press CM Meet the Press	9-10a		S	:30	1 \$5,000.00 F	P-2 0.00 NM	1	\$5,000.00
Start Date End Date	Weekdays Spots/We	ek Rate	Rating						
Week: 10/29/12 11/04/12	S	1 \$5,000.00	0.00						
36 KARE 11/02/12 11/02/12	M-F 10-1035p CM KARE News 10p	(10:30 PM-	vs 10p ·11:05 PM)	F	:30	1 \$4,000.00 F	P-1 0.00 NM	1	\$4,000.00
Start Date End Date	Weekdays Spots/We	`	Rating						
Week: 10/29/12 11/04/12	F	1 \$4,000.00	0.00	F	.20	4	0.00 NM	1	¢2 000 00
37 KARE 11/02/12 11/02/12	M-F 5-530p CM KARE 11 5 News	5-530p		F	:30	1 \$3,000.00 F	P-1 0.00 NM	1	\$3,000.00
Start Date End Date	Weekdays Spots/We		Rating						
Week: 10/29/12 11/04/12 38 KARE 11/02/12 11/02/12	F M-F 6-630p CM	1 \$3,000.00 6-630p	0.00	F	:30	1 \$3,000.00 F	P-1 0.00 NM	1	\$3,000.00
00 10 110 11702/12 11702/12	KARE 11 6 News	О ОООР		•	.00	ι φο,σσσ.σσι	1 0.00 1411		ψο,σσσ.σσ
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 <u>End Date</u>	Weekdays Spots/We	ek Rate 1 \$3,000.00	Rating 0.00						
39 KARE 11/02/12 11/02/12	KARE News (repeat) CM		vs (repe:	F	:30	1 \$135.00 F	P-1 0.00 NM	1	\$135.00
	KARE News (repeat)								
Start Date End Date Week: 10/29/12 11/04/12	Weekdays Spots/We	<u>ek</u> <u>Rate</u> 1 \$135.00	Rating 0.00						
40 KARE 11/05/12 11/06/12	M-F 4-430p CM	4-430P			:30	1 \$750.00 F	P-1 0.00 NM	1	\$750.00
Ctart Data - Fad Data	KARE 11 4 News	als Data	Doting						
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	Weekdays Spots/We	<u>ek Rate</u> 1 \$750.00	Rating 0.00						
N42 KARE 11/06/12 11/06/12	M-F 3-4p CM M-F 3-4p	3-4p	- T-		:30	1 \$1,000.00 F	P-1 0.00 NM	1	\$1,000.00
Start Date End Date	Weekdays Spots/We	ek Rate	Rating						
Week: 11/05/12 11/11/12	- T	1 \$1,000.00	0.00					I	

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Order / Rev: 726636 Advertiser: Obama/D/President

Alt Order #: 06402786 Product Desc: OBAMA FOR AMERICA KARE

Flight Dates: 11/02/12 - 11/06/12 Estimate: 2328

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri Rtg Type	Spots	Amount
N43 KARE 11/04/12 11/04/12		Entertainment Ton S	:30 1	\$100.00 P-2 0.00 NM	1	\$100.00
	Entertainment Tonight					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/29/12 11/04/12	S 1	\$100.00 0.00				
N44 KARE 11/04/12 11/04/12	KARE News (Sun repeat¢M	KARE News (repeared S	:30 1	\$200.00 P-1 0.00 NM	1	\$200.00
	KARE News (repeat)					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 10/29/12 11/04/12	S 1	\$200.00 0.00				
N45 KARE 11/06/12 11/06/12	M-F 430-5p CM	430-5P - T	:30 1	\$3,000.00 P-1 0.00 NM	1	\$3,000.00
	Jeopardy				l	
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 11/05/12 11/11/12	- T 1	\$3,000.00 0.00				
N46 KARE 11/06/12 11/06/12	M-F 430-5A CM	430-5a - T	:30 1	\$200.00 P-1 0.00 NM	1	\$200.00
	M-F 430-5a					
Start Date End Date	Weekdays Spots/Week	Rate Rating				
Week: 11/05/12 11/11/12	- T 1	\$200.00 0.00				

Totals 76 \$230,035.00